



Guide to the Mark Brandenburg oral history interview

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Table of Contents

Summary Information	3
Scope and Contents Note	3
Administrative Information	4
Names and Subjects	5

Summary Information

Repository:	University of Nevada, Las Vegas. University Libraries. Special Collections and Archives.
Creator:	Brandenburg, Mark, 1953-
Contributor:	Building Las Vegas Oral History Project
Title:	Mark Brandenburg oral history interview
ID:	OH-03243
Date:	2017 September 22
Physical Description:	3 Digital Files (0.198 GB) MP3, PDF/A
Language of the Material:	English
Abstract:	Oral history interview with Mark Brandenburg conducted by Claytee D. White and Stefani Evans on September 22, 2017 for the Building Las Vegas Oral History Project. In this interview, Brandenburg discusses his upbringing in Las Vegas, Nevada. He talks about his stepfather's involvement with the opening of the Golden Gate Hotel and Casino, becoming a co-owner of the property in 1990, and joining other downtown properties to form the Fremont Street Experience. Brandenburg describes the challenges in competing with mega-resorts on the Strip, modernizing the Golden Gate Hotel and Casino, and weaving the history of the Golden Gate Hotel and Casino with that of the more recent Fremont Street Experience. Lastly, Brandenburg discusses the monetization of the street, and the future of the Fremont Street Experience.

Preferred Citation

Mark Brandenburg oral history interview, 2017 September 22. OH-03243. [Cite format consulted: Audio recording or Transcript.] Oral History Research Center, Special Collections and Archives, University Libraries, University of Nevada, Las Vegas. Las Vegas, Nevada.

[^ Return to Table of Contents](#)

Scope and Contents Note

Oral history interview with Mark Brandenburg conducted by Claytee D. White and Stefani Evans on September 22, 2017 for the Building Las Vegas Oral History Project. In this interview,

Brandenburg discusses his upbringing in Las Vegas, Nevada. He talks about his stepfather's involvement with the opening of the Golden Gate Hotel and Casino, becoming a co-owner of the property in 1990, and joining other downtown properties to form the Fremont Street Experience. Brandenburg describes the challenges in competing with mega-resorts on the Strip, modernizing the Golden Gate Hotel and Casino, and weaving the history of the Golden Gate Hotel and Casino with that of the more recent Fremont Street Experience. Lastly, Brandenburg discusses the monetization of the street, and the future of the Fremont Street Experience. Digital audio and transcript available.

[^ Return to Table of Contents](#)

Administrative Information

Access Note

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Acquisition Note

This interview was conducted by the Oral History Research Center (OHRC) which is part of the UNLV University Libraries Special Collections and Archives Division.

Processing Note

Interview materials were processed by UNLV Libraries Special Collections and Archives in 2017 and 2019. Miguel Dominguez wrote the collection description. Access copies were created for born-digital audio and/or transcript files. The audio has been minimally reviewed and all readily available information has been included in the description.

[^ Return to Table of Contents](#)

Names and Subjects

- Oral histories (document genres)
- Las Vegas (Nev.)
- Casinos -- Marketing
- Fremont Street Experience